

Message Text

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PAGE 01 STATE 044836
ORIGIN AF-08

INFO OCT-01 ISO-00 COME-00 EB-08 PA-02 PRS-01 USIA-15 /035 R

DRAFTED BY AF/W-RJKOTT:DFF
APPROVED BY AF/W-TWMSMITH
SDOC/BIC/OIM/AF- SMILLER (INFO)
-----011947 097016 /45

P 011723Z MAR 77
FM SECSTATE WASHDC
TO AMEMBASSY LAGOS PRIORITY

UNCLAS STATE 044836

FOR PEASHOCK FROM STEINMAN

E.O. 11652:N/A

TAGS: BEXP, BFOL, NI

SUBJECT: U.S. CONSUMER GOODS FESTIVAL: STEINMAN AND MERNIS
REF: LAGOS 2212

1. IMPOSSIBLE TO POSTPONE SHOW. RECOMMENDED PUBLICITY STRATEGY: NBC RADIO IN ENGLISH AND YORUBA; EVENING TIMES; DAILY SKETCH; PUNCH; ANY OTHER MEDIUM YOU WOULD RECOMMEND. CHANGE FROM WRITE-IN SCREENING PROCESS TO OPEN HOUSE BASIS. DELETE APPLICATION FROM AD. IF THERE IS ANY WAY TIMES AND NEW NIGERIA CAN BE PERSUADED TO RUN AD PLEASE TRY. DO AS YOU THINK BEST WITH PRESS RELEASES. WE WILL MAKE OUR OWN CONTACTS WITH MAJOR FIRMS. DO NOT NEED REPRESENTATIVES.

2. PLEASE CONFIRM YOU ARE PRINTING INVITATIONS TO SEND TO YOUR OWN CONTACTS. I SENT YOU MY OWN LIST TODAY BY POUCH. SEND INVITATIONS TO MAJOR STORES, ALSO CONFIRM COMMERCIAL NEWSLETTER PUBLICATION AND WHAT IS ITS CIRCULATION. WE WILL TAKE CARE OF HOTEL RESERVATIONS
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OURSELVES.

3. USE ALTERNATE PUBLICITY PLAN OF HEAVY RADIO CAMPAIGN. BE SURE DATE, TIME AND PLACE IS REPEATED WITHIN EACH RADIO MESSAGE. USE ADVERTISEMENT FOR BASIS. ADVISE IMMEDIATELY HOW MUCH MONEY TO SEND FOR THOROUGH PRESS

AND RADIO CAMPAIGN AS WELL AS PRINTING COST. WE WIRING
DOLS 1500 NOW VIA CHASE MANHATTAN BANK.

4. WE CONFIRM TIME CHANGE TO NOON TO 4PM, HOWEVER WISH
TO HOLD PREVIEW FOR MAJOR FIRMS, MONDAY MORNING, MARCH
21, 8AM TO NOON. PLEASE CONFIRM.

5. PLEASE SEND IMMEDIATE REPLY VIA AF/W, ROBERT KOTT.
STEINMAN AND MERNIS.
VANCE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 01-Mar-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977STATE044836
Document Source: CORE
Document Unique ID: 00
Drafter: RJKOTT:DFF
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770070-0657
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t197703104/aaaadofc.tel
Line Count: 72
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: edf627ad-c288-dd11-92da-001cc4696bcc
Office: ORIGIN AF
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Reference: 77 LAGOS 2212
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 04-Jan-2005 12:00:00 am
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Review Release Date: n/a
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Review Transfer Date:
Review Withdrawn Fields: n/a
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Subject: U.S. CONSUMER GOODS FESTIVAL: STEINMAN AND MERNIS
TAGS: BEXP, BFOL, NI
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Type: TE
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Review Markings:
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